

## Message Text

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TO SECSTATE WASHDC 4349

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 0490

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: PROPOSED PROMOTION SCHEDULE FOR FY 77

REF: STATE 300474

1. EMBASSY APPRECIATIVE OF DOC'S EFFORTS TO OBTAIN SUITABLE AND EFFECTIVE PROMOTIONAL VEHICLES FOR THE SPANISH MARKET. WE HAVE THE FOLLOWING COMMENTS ON THE THREE CATALOGUE SHOWS PROPOSED FOR FY 1977.

2. SONIMAG, OCTOBER 1976. THIS IS PRIMARILY A SOUND REPRODUCTION AND ELECTRONIC HOME ENTERTAINMENT SHOW WITH AN ELECTRONICS SECTOR WHICH IS GIVEN RELATIVELY MUCH LESS EMPHASIS. HOWEVER, IT IS THE ONLY TRADE FAIR IN BARCELONA WHICH HAS AN ELECTRONICS SECTION (SPECIFICALLY ELECTRONIC COMPONENTS) AND IS THUS THE ONLY POTENTIAL VEHICLE FOR ELECTRONICS PROMOTION IN THAT STRONG MARKET. FAIR ORGANIZERS HAVE SET APRIL 30, 1976 DEADLINE FOR PARTICIPATION.

3. WE DOUBT THAT A TECHNICAL SALES SEMINAR IN AVIONICS WOULD BE SUITABLE FOR THIS MARKET WHICH IS DOMINATED BY GOVERNMENT PROCUREMENT AND RELATIVELY HEAVY AND SOPHISTICATED PROMOTIONAL EFFORTS BY BOTH US AND EUROPEAN SUPPLIERS. ADDITIONALLY, AVIONICS HAS OVER PAST FIVE YEARS BEEN THE WEAKEST PERFORMER AMONG TARGET INDUSTRIES IN THE SPANISH MARKET. A TSS IN THIS FIELD WOULD THUS BE LIKELY TO ATTRACT LITTLE INTEREST BECAUSE OF THE NATURE BOTH OF THE VEHICLE AND THE MARKET.

4. PUTTING A CATALOGUE SHOW IN SIMO ALSO PRESENTS PROBLEMS. SIMO

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WITH CONSIDERABLE JUSTIFICATION REGARDS ITSELF AS ONE OF THE TOP

TRADE SHOWS IN SPAIN AND WOULD PROBABLY NOT BE RECEPTIVE TO A CATALOGUE PROMOTION. MOST OF THE MAJOR COMPUTER AND BUSINESS EQUIPMENT FIRMS MOUNT LARGE AND EVEN LAVISH EXHIBITS AT SIMO AND A CATALOGUE SHOW UNDER THE AEGIS OF THE USG WOULD BE DWARFED BY COMPETING SHOWS AND SUFFER BY COMPARISON. IN SUM, WE DON'T THINK THAT SIMO OFFERS A PROMISING FORMAT FOR CATALOGUE PRESENTATION.

5. ON THE OTHER HAND, A CATALOGUE SHOW ON LABORATORY AND PROCESS' CONTROL INSTRUMENTATION WOULD BE A GOOD ALTERNATIVE TO TYPE IV EXHIBIT AT "INSTRUMENTALIA" IF LATTER IS NOT AVAILABLE FOR BUDGETARY OR OTHER REASONS.

6. THE ANNUAL HOGAROTEL SHOW IN NOVEMBER IN BARCELONA, FEATURING HOTEL AND RESTAURANT EQUIPMENT, ALSO MIGHT PRESENT A USEFUL VEHICLE FOR PROMOTION OF HOTEL AND RESTAURANT LINES. WHILE THIS IS NOT A TARGET INDUSTRY, A CATALOGUE SHOW ON SUCH PRODUCTS WOULD COST LITTLE AND COULD PAY DIVIDENDS IN THE IMPORTANT BARCELONA MARKET ON A TARGET OF OPPORTUNITY BASIS.

7. IN MARCH 1976 THE ANNUAL INTERNATIONAL TRADE FAIR FOR THE FOOD INDUSTRY WILL BE INAUGURATED IN BARCELONA (SEE BARCELONA'S A-33 OF JUNE 5, 1975) THIS LOOKS LIKE A PROMISING EVENT FOR U.S. PROMOTION IN MARCH 1977 ON EITHER A TYPE IV OR CATALOGUE BASIS. IN THE 1977 CCP WE RECOMMEND A TRADE MISSION WITH A FOOD PROCESSING AND PACKAGING THEME. IF THIS CANNOT BE WORKED OUT WE SHOULD LOOK CLOSELY AT THE FAIR AS A PROMOTIONAL ALTERNATIVE.

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